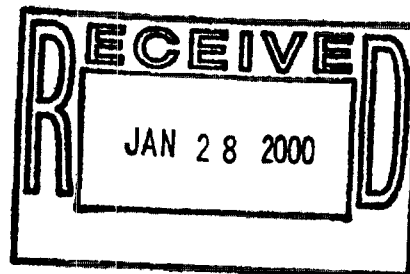




The Vitamin Marketing Experts

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January 19, 2000



Dr. Elizabeth Yetley
Director of the Office of Special Nutritionals
Division of Programs and Enforcement Policy
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street
HFS-455
Washington, D.C. 20204

Dear Dr. Yetley:

Notice is hereby given pursuant to the requirements of Section 403(r)(6)(21 U.S.C. 343(r)(6) of the Federal Food, Drug and Cosmetic Act of statements of nutritional support which have been made on the label and/or in the labeling in connection with the marketing of the dietary supplement VEIN ERECT. VEIN ERECT was first marketed with these statements of nutritional support on Monday, January 3, 2000. The statements of nutritional support are as follows:

"Helps blood vessels relax and dilate, contributing to healthy erectile function"

"Supports healthy heart and blood pressure"

"Improve erectile function with **L-arginine**, an amino acid that helps produce nitric oxide which causes blood vessels to dilate, allowing for greater blood flow to the sex organs. More calcium in the blood stream may increase the amount of nitric oxide that is produced. **Maca**, used for centuries by Peruvians, is a natural "libido booster" used to enhance fertility and overall wellbeing."

Very truly yours,

MASON VITAMINS, INC.

Sonia C. Rodriguez
President

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